

Danish School of Media and Journalism
Visual Communication - Creative Communication
Subject description
Spring 2024

4th semester

Integrated Communication and Project

Duration: 10 weeks (15 ECTS)

Objective

The students will develop strategic and creative integrated communication solutions. During this course, the students learn to align messages, creative work and media choices into original and coherent communication campaigns. The students are required to work across a diverse range of media.

The students are trained to analyse communication problems and make strategic choices in relation to market, messages, target groups and sender.

The result is integrated, creative communication tasks in which the students demonstrate competences in solving tasks in concept development and modern integrated communication.

The students are trained to analyse a problem and make strategic choices in relation to the market, positioning, message, target groups and sender, and to present argumentation for choices and communication solutions.

Media choices must have a unique creative treatment in accordance with said media.

Pedagogical and didactical approach:

The students learn to link theoretical reflection with actions in practice, as well as to reflect on and apply relevant theory and knowledge. This is done to be able to assess and qualify one's actions in a professional practice. The learning activities are based on the following fundamental Reflective Practice-based Learning principles:

No. 2: Teaching and learning activities designed to include appropriate disturbances.

No. 3: Teaching and learning activities are organized as exploration.

No. 4: The content of teaching and learning activities is based on the good example.

No. 6: Lecturers and students create room for dialogue.

The programme is structured in a combination of self-study, theoretical discussions, lectures, and group work. Both mandatory and voluntary oral feedback is given to students on assignments. Assignments are solved in groups and presented to the class where lecturers – external and staff – and the students give oral feedback. This is then reflected upon on an individual basis.

Learning outcomes

Students should gain knowledge of:

- Strategic positioning.
- Audience analysis and selection.
- Creative media planning and creative strategy.
- Methods for developing ideas and concepts for cross-media campaigns.

Students gain skills in:

- Methodical work with target groups, brand values, media selection and strategy.
- Developing communication campaigns with consistent art direction and tone of voice.

Students will acquire skills in:

- Solving complex communication problems.
- Developing overall advertising concepts and strategies.
- Working methodically with target groups, brand values, media selection and strategy.
- Formulating creative briefs based on their own research.
- Developing creative ideas for specific design and communication problems to be executed as integrated campaigns in multiple relevant media.

Tools:

Analysis, problem definition, idea generation, and creative brief.

Learning Resources:

Literature - provided:

Buch-Madsen, Kim et al. (2017). Marketingmodeller, pp. 103-7. Samfundslitteratur.
Fanth, Jacob & Gaarde Andreassen, My (Ed.). (2018) Professionel Kommunikation. pp. 156-168. Samfundslitteratur.

Guiraud, Pierre (1975). *Semiologi*, pp. 11-20. Carit Andersens Forlag & Finn Suensons Forlag.
Hestbæk Andersen, Thomas & Smedegaard, Flemming (2012). *Diamanten – en model til kommunikationsplanlægning*, pp. 11-20. Samfundslitteratur.
Linaa Jensen, Jakob & Tække, Jesper. (2018). *Sociale Medier*, pp. 62-70. Samfundslitteratur.
Sandvik, Kjetil. (2018). *Tværmedial Kommunikation*, pp. 59-66. Samfundslitteratur.

Material in the form of slides from the course lectures with relevant theories

Exam prerequisites:

Fulfillment of exam prerequisites is a requirement for the student to be able to participate in the course exam. Exam prerequisites may include compulsory attendance, compulsory participation, group work, assignments, presentations, presentations, etc. Failure to fulfill exam prerequisites means that the student has lost an exam attempt.

Mandatory attendance:

Physical attendance at school is compulsory on all school days. If, in exceptional cases, there is no physical attendance obligation for teaching or learning activities, this is indicated with an "FF" (voluntary attendance) in the itslearning system.

Compulsory participation:

Participation in group work and supervision is compulsory.

Remedial options: In case of legal absence, remediation applies.

Substitute assignments: Absence from teaching and learning activities can be replaced with one or more assignments if the teacher deems it possible. If the student's absence from teaching and learning activities is deemed excessive in relation to the course content and learning objectives, the course must be repeated.

Examination: Assessed using the 7-point grading scale and external grading.

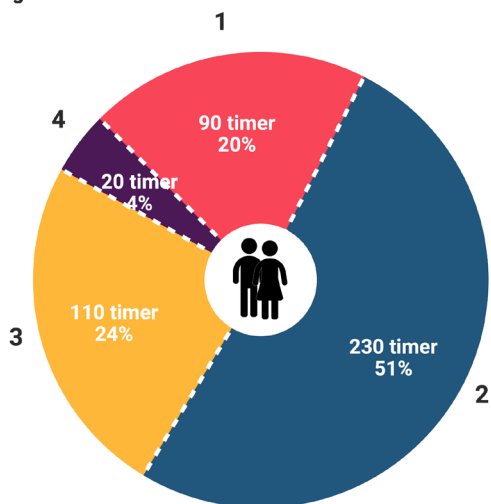
Examination form: The course concludes with a creative solution and a report in which the student documents his or her competencies to independently analyze, assess, document, and solve communication problems. 30-minute oral exam, grading included (+10 minutes for 2-person group exams).

Students are assessed individually. The assessment reflects an overall evaluation of the creative solution, the academic argumentation, and the oral presentation.

Studieaktivitetsmodellen

Integrated Communication and Project

450 timer i alt
15 ECTS points
10 uger



Kategori 1

Undervisere har hovedansvaret for studieaktiviteterne, og studerende har et medansvar gennem forberedelse og deltagelse. Både studerende og underviser deltager.

Forelæsninger, øvelser, opgaver, feedback

Kategori 2

Undervisere har hovedansvaret for rammesætning af læringsaktiviteterne, og studerende har hovedansvar for aktiv deltagelse i de tilrettede studieaktiviteter. Kun studerende deltager.

Projekter

Kategori 3

Studerende har hovedansvaret for studieaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Kun studerende deltager.

Eksamensopgave

Kategori 4

Studerende har hovedansvaret for læringsaktiviteterne, og undervisere har medansvar for at rammerne er til stede. Både studerende og underviser deltager.

Vidensøgning og inspiration

Godkendt KV, 18. december, 2023